

WEEKLY REVIEW

Greater G.-B. Factory Completed

WHEN the G.-B. Co., was organized, dreams of a strictly modern factory were indulged in and later realized. Then followed dreams of a Greater G.-B. factory—the largest of its kind in the world—such as we now can boast of, and the remarkable part of it is the fact that this wonderful record was made after the G.-B. line had been in the field but one and one-half years. ¶ What better evidence could be given calendar buyers of the fact that the G.-B. line meets the requirements of the discriminating buyer as well as the buyer who wishes popular subjects? ¶ Point out to the prospective buyers that there are logical reasons for this remarkable success.

¶ The G.-B. line combines art and popular subjects and innovations not found in other lines. Point out that it was The Gerlach-Barklow Co., who set the pace and who introduced the De Luxe Mount.

The Weekly Review



Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME
T W O

Thursday, July 22, 1909

NUMBER
THIRTY-ONE



Handicap Contest Starts May 31st, Ends July 31st

SEVEN PRIZES OFFERED

First, Original Painting, Valued \$100.00 or More

Second, Original Painting, Valued \$100.00 or More

Third - - \$30.00 Cash

Fourth - - 25.00 Cash

Fifth - - 20.00 Cash

Sixth - - 15.00 Cash

Seventh - - 10.00 Cash

Standings Published Weekly

Scores Based on Averages for Year to May 1st

New Men Rated by Sales Department

10 Points for Writing an Average Weekly Total.
1 Point Less for Each 1-10 Less Than Weekly Average.
2 Points for Each 1-10 Increase Over Weekly Average.
10 Points for Largest Increase Over Weekly Average.
5 Points for Second Largest Increase Over Weekly Average.

10 Points for Largest Number of Orders, Weekly.
5 Points for Second Largest Number of Orders, Weekly.
1 Point for Each Day's Business.
1 Point Extra for Writing Business on the Fifth Day.
3 Points Extra for Writing Business on the Sixth Day.
1 Point for Each Mailing Card or Blotter Order.

By the time this issue of the Review reaches the out-lying territory the last week of the handicap contest will be on. We want every man on the force to put forth a special effort to make the last week the big week of the contest. This is asking a good deal, we

realize, when it is taken into consideration that we have to go up against charter week, which as you know was a big week. At the same time, if we can write a big business one week we can do it another, and we do not ask for a big week entirely from a selfish standpoint.

Every man who makes a special effort to write a big business will be the gainer thereby, so we say, make the effort and close the contest with a grand stand finish.

Now a few words as regards the standing in the contest to date.

Mr. McLaughlin still holds the lead; Mr. Conkling stands second; Mr. Beelman third; John Dean Thompson fourth and Mr. Parks fifth.

Mr. Beelman springs the surprise of the week, turning in a score of 41, which puts him in third place. He scored his points in the following manner: He wrote a business showing an increase of over 10% over his average for the year, and scores 12 points. His sales show the second largest increase for the week, and he scores five points under this heading. He reports the largest number of orders for the week which counts him ten points. He wrote business every day and scores ten points under this heading. Adding to this four Mailing Card or Blotter orders gives him a total of 41 points.

Here is an illustration of how easy it is to make a good score. Mr. Beelman's sales were not unusually large, showing only a slight increase over his average for the year, and his high score is due largely to the fact he wrote business every day and secured a large number of orders. As most of you know Mr. Beelman wrote a good business early in the year, and to show an increase over his average at this time of the year means that he put in good hard work.

Mr. Meyer stands number two for the week with a total of 36 points. He makes his nice score by writing a large volume of business.

His sales show an increase of 73% over his average for the year, and he scores 23 points under this heading. He shows the largest increase for the week and counts 10 points. Business for three days counts him three points, making a total of 36 for the week. Mr. Meyer is another who has a nice average for the year and this nice increase means that he wrote a very good business.

There was somewhat of a drop between second and third man, Mr. Lindsley following with a total of 16 points for the week. He writes a business up to average and scores 10 points, adding to this six points for writing business five days gives him a total of 16.

Mr. Ungerer and Mr. A. E. Gerlach tie with 15 points each. Mr. Gerlach's sales are not up to the average and his score under this heading is six points. He wrote business five days, and booked three Mailing Card or Blotter orders, giving him a total of 15. Mr. Ungerer makes his score as follows: Six points for business for the week, which by the way was not up to average; six points for day's business, and three Mailing Card or Blotter orders.

Mr. Cies follows with 12 points. He makes his score in the following manner: Five points for business; six points for booking orders five days, and one Mailing Card or Blotter order.

There are five salesmen tie for sixth place viz. Messrs. Brooks, Conkling, McLaughlin, H. E. Smith and Woodman. There are a number of others as usual who follow closely the last few mentioned salesmen. Considering the number of men that are out of the field for one reason or another the showing is satisfactory.

WEEK ENDING, JULY 10th

Mr. Meyer leads the sales force in gross sales for week ending July 10th. He reports a very nice total although he wrote business only three days. His orders, however, are good orders. The larger one, amounting to \$261.00 was given Mr. Meyer by a clothing dealer. They selected "Eleanor" and "Violet" in series M8. Mr. Meyer also sold them some left-over mounts. Another good order he booked was from a dry goods company. This order amounts to \$135.00, and calls for De Luxe mounts in series D28 and D27. It is a mixed

order. Still another good order that Mr. Meyer landed is from a dealer in groceries and produce. He sold these people "His Last Farewell" in series M3, the order amounting to \$119.00, and this wasn't all of his business either. Mr. Meyer makes the second best score in the handicap contest for the week, having scored a total of 36 points.

Mr. Beelman stands number two in gross sales for the week. He reports business every day and a total of ten orders. Mr. Beelman by the way scores 41 points for the week, and now moves up into third place in the contest.

Mr. Beelman wrote one order each on Monday, Thursday, Friday and Saturday. On Tuesday he booked three orders; on Wednesday two. On Wednesday a subject-to-countermand order amounting to \$91.00 also passed the critical period, and helped Mr. Beelman out somewhat in his total for the week. Without this order, however he had a perfect record for the week, and from all indications he is going to keep up the good work during week ending July 17th.

Mr. Lindsley stands number three. He wrote business on five days and a total of seven orders for the week. Monday was a holiday; Tuesday he wrote three orders; Wednesday a single order; Thursday two orders; Friday and Saturday one each. Mr. Lindsley's best work was on Tuesday, his three orders amounting to \$125.00.

Mr. Woodman stands number four for the week. He reports four orders and business for three days.

Mr. Ungerer is number five. He failed to get business on Wednesday only and wrote a total of seven orders for the week.

We are frank to say that week ending the 10th is not up to the showing we have been making so far this summer. By this we mean we are not able to indicate much of an increase. This however, can be accounted for by the fact that the corresponding week of last year was a good week, furthermore the fourth of July was celebrated on Monday the 5th, the force doing little or no work. Of course, it is to be expected that these slumps will come once in a while during the summer. At the same time we are so accustomed to booking a busi-

ness greatly in excess of the previous year that when a slump comes of this sort we are somewhat surprised.

Needless to say we want to keep up the splendid gait at which we have been going so far this year, and we hope that a number of men who are out of the field for one reason or another will be at work again shortly, and endeavor to hold up their end.

Number of Orders.

Mr. Beelman books ten orders, which is the largest number written by any salesman during this week. Mr. H. E. Smith follows with eight orders. Mr. Lindsley and Mr. Ungerer tie for third place with seven each. Mr. Cies and Mr. A. E. Gerlach each land six orders and tie for fourth place. There are four tie for fifth place with a total of five each viz: Messrs. Bowles, McLaughlin, Meyer and Urmson. The total number of orders booked is just about the same as the previous week.

Days' Business.

Mr. Beelman reports a perfect week. Those reporting business five days are Messrs. Cies, A. E. Gerlach, Lindsley and Ungerer. Of course, it must be taken into consideration that the 5th of July, which was declared a holiday generally speaking started this week. There is probably no other holiday in the year that is observed more generally than the Fourth of July, and of course most salesmen found it impossible to do business. This no doubt accounts for the fact that so few salesmen reported business every day, and of course, had a tendency to decrease the number of orders booked.

STANDING OF G.-B. SALESMEN WEEK ENDING, JULY 10, 1909:

	No. Orders
Albert	9
Barber	0
Beelman	41
Bowles	13
Brooks	11
Carter	4
Cies	12
Conkling	11
Coulter	2
Ellis	5
Fadely	5
Fairbairn	2
Finley	5
Gerlach, A. E.	15
Henaghan	4
Huffert	7
Lindsley	10
Lins	8
Lott	1
McCullough	6

McCully	7
McDonald, H. B.	7
McDonald, W. A.	4
McLaughlin	11
Marks	1
Meyer	36
Moore	8
Osmun	7
Parks	Not Working
Reilly	3
Roberts	Not Working
Saxton	7
Shepard	0
Shimmin	Not Working
Smith, F. A.	Not Working
Smith, H. E.	11
Smith, S. L.	Not Working
Thompson	0
Ungerer	15
White	3
Woodman	11

GREATER G.-B. FACTORY COMPLETED

We feel sure that the sales force will be glad to know that work is practically completed on the large additions to our factory. Those of you who have visited Joliet in the past several weeks can probably better realize what this means to the G.-B. Company and the sales force. The mammoth additions at either end, gives us approximately 60,000 sq. ft. of additional floor space, which added to our present factory, a total of approximately 100,000 sq. ft., equips us in splendid shape to handle a large volume of business. Not only is the work on the building completed, but we are rapidly installing machinery, and now occupy the greater part of the East wing. The increased floor space and the added equipment will enable us to handle a volume of business considerably larger than is now coming to us and of course, it is necessary that we look ahead, as when one looks back over the record made by the G.-B. Company since its incorporation, it is hard to tell just how big a factory we are going to need in the next few years.

What could be more encouraging to a sales force than to know that they have back of them a wide-awake progressive house, that not only has succeeded in establishing itself and putting on the market in its first and second years in the field a line second to none, but within less than two years have built and equipped the largest factory manufacturing Calendars in the world. This should prove an inspiration to every man on the force to hustle and establish himself in his territory so that he can be counted among the men in the field who are doing things, and who are helping make G.-B. history.

The first six months of this year has been truly a remarkable period. From the time the sales force entered the field splendid increases over the corresponding year have been shown every week. The last half of the year has opened in good shape and while the sales for the week ending July 10th show something of a slump, it must be remembered that the

Fourth of July was celebrated on Monday causing the loss of a day in the field, and with this taken into consideration, after all, the showing for the week is not so unsatisfactory.

While of course, the volume of business written the last six months of the year is not nearly as large as that booked in the first six months, at the same time, we look to see the ratio of increase maintained, and if the sales force can do this, we ask no more. No matter how you figure it we are bound to make a splendid showing. As you will recall, we informed you in the pages of the Review some several weeks ago that at that time the sales to date exceeded the entire sales of 1908.

We venture to say that every man on the G.-B. sales force wants to be counted as a permanent fixture on the force, and with this end in view we would suggest conscientious and hard work in the field the remaining months of the year. There are many men in the field for us that could not possibly put in harder or more conscientious work. On the other hand from some territories we are not getting the results that we should get, and it is to these men that we suggest hard work for the balance of the year. *Remember the G.-B. Company can be no greater than you make it.*

WAKE UP, MAN!

Tell us, are you advertising

In the same old foolish way

That your grand-dad did before you,

And persist, "It doesn't pay?"

Think the whole world knows your address

"'Cause it hasn't changed in years?"

Wouldn't the pathos of such logic

Drive a billy-goat to tears?

"Just a card" is all you care for

Hidden, lonesome and unread,

Like the sign upon a tombstone

Telling folks that you are dead.

Wake up, man, and take a tonic,

Bunch your hits and make a drive,

Run a page, and change your copy,

ADVERTISE and keep alive!

THE CIGAR THAT COST \$100.00

How a Lad at the Selling Game Took a Very Expensive Smoke

BY NEWTON A. FUESSLE.

The Old Man is not a non-smoker by any means. Heavens, no! But he does not permit my Lady Nicotine to get in her work except when he's off the job. He flirts with the little lady almost incessantly after he has banged the roll-top into place. While he doesn't use the five-dollar Havana accredited to J. P. Morgan, he is some connoisseur of the delicious weeds at that. He calls tobacco his slave. He prides himself that it isn't the other way. He told me a story the other day of a youth who smoked a cigar that cost one hundred dollars. It's short, so here it is—all of it.

"Talking about our favorite brands," he said as he rolled his unlighted Panatella to the other side of his mouth, "puts me in mind of a young salesman who dropped in on me the other week. He had worked for me at one time, and I must say he rang the bell with me at the time. When he next turned up he was selling lithograph work for a big Chicago establishment. His approach was great and I knew he'd sell me at once. He had talked for some five minutes, when he produced a cigar and lighted it complacently. During the operation I managed to get in two or three questions, and was astounded that he lacked his initial ginger altogether when he continued. I was puzzled, strove to analyze his difficulty, wondered where the sand in his gear-box was trickling down from.

"Before I could arrive at my solution he had closed me for a hundred dollars' worth of lithograph work. We sat talking reminiscently for a few minutes, and then he rose to go, thanking me for coming through.

"My boy," I said, shaking hands with him,

'you smoke expensive cigars.'

"Three for a quarter is all," he laughed.

"Guess again," I answered. That cigar cost you a hundred dollars.'

"He wanted to know what I meant.

"Listen," I answered. 'You could have convinced me that I needed two hundred dollars' worth of lithograph work if you hadn't divided your attention between your selling and your cigar. I saw in a second that something was wrong when you raised the match to your cigar. I was puzzled for a moment; then I realized what was the matter. Listen. This selling work is no parlor play. A man can't divide his attention between it and anything else. They tell us that Caesar diverted himself by dictating seven letters at once, and slipping in a job or two simultaneously in addition. But the rest of us can't.

"The line-plunging fullback, no matter how much beef he boasts, makes a lesser gain every time he bucks the line and tries to adjust his shin guard at the same time. Mansfield never sent a chill through the frame of a soul in the audience if he tried to adjust his shoe-lace and do the transformation stunt in the Jekyll and Hyde show at the same time. Our business requires every ounce of energy and strategy and attention we can muster. We are running a series of hundred-yard dashes. We cannot swerve our attention or any part of it to anything else. Do you get me?"

"I get you," replied the lad. 'I owe you a dividend on my subsequent sales.'

"Keep it," I answered.

"I like the youngster's spirit. Nine out of ten would have sneered at my sentiments the moment they were out of my office. The youngster has quit smoking-and-selling. His cigars, he writes me, are all the sweeter when taken now, and then as occasion offers opportunity."—From Business Philosopher.

NEWS FROM THE FIELD

IT PAYS TO WATCH PROSPECTS CLOSELY.

Here is an incident in the experience of Mr. Fadely that is worth mentioning, as it illustrates very forcibly the fact that it pays to watch prospects closely. It seems that Mr. Fadely called upon a certain lumber company in his territory early in the year, and they informed him that they would not buy until June. Mr. Fadely made an appointment with one of the firm to call later. The latter part of June Mr. Fadely notified these people that he would call, which he did. The member of the firm with whom he had an appointment informed him that during his absence on a vacation, their order had been placed with Murphy. Mr. Fadely took the stand that he had an appointment with this member of the firm and understood that he was the buyer, and suggested that he investigate. The buyer took it good naturedly and did investigate and found that instead of having placed a Calendar order, the Senior member of the firm had simply purchased some Blotters. The result was that Mr. Fadely sold them a very fair bill of Calendars, and turned into a sale what apparently was a flat turn-down. Mr. Fadely's letter follows:

"Last March I called on the Lumber Co., and could do nothing with them, as they said they would not buy until June. I made a date with them for June. On the 18th I notified them that I would call the following Wednesday. Murphy and Osborne both had called on these people in March, and it developed that they had been buying from one or the other of these companies in past years.

The member of the firm, with whom I had an appointment, went on a vacation, and during his absence Murphy's man called, and succeeded in interesting the Senior partner in Blotters and sold a small bill. Upon the return of the buyer from his vacation he was informed that Murphy's man had called, and that they had placed an order with him. He was busy and did not investigate and upon receiving my card he advised me that the order had

been placed.

The card was mailed to me through the company and I did not receive it prior to starting on a trip, and finally walked into the office of these people and was informed that they had bought. I said, "Mr. F..... I had a date with you for about this time, and you are the buyer, are you not?" He said, "Yes, and I wanted to buy from you." I suggested that he investigate and find out who did the buying. He got busy, and the result was that he found that the Senior partner had bought a few Blotters. Then we looked over the line, and I closed the order as you know.

On the table lay a card from the Osborne man informing them that he would call within a few days. A few days later I met the Osborne man, who walked in and sat down beside me at the hotel. He wanted to know what company I represented and I told him. He asked if I had called upon the Lumber Company, I said, Yes, that I had sold them. The G.-B. line is a winner whenever we get a chance to show it.

C. W. Fadely."

CIES WRITES ABOUT HIS PRIZE.

Mr. Cies is mighty well pleased with the prize grip sent him, and in acknowledging same writes the following letter:

"I want to thank the Gerlach-Barklow Co. for the splendid grip I received from them July 5th. It is all style, quality and beauty and quite worthy of the many nice things the various winners have said about theirs. I have been carrying it the past five days. I want to get used to it before the convention, so I won't act too much like a little boy with a new pair of red top boots when you see me again.

H. W. Cies."

SHIMMIN ACKNOWLEDGES RECEIPT OF GRIP.

Mr. Shimmin was a winner in the last contest, but through an oversight in the General Office he was not announced as a winner until rather late. This was caused by the fact that an increase in an order which made him a winner was not credited in the sales book until

a late date. The error was discovered however, and the mistake rectified, and we were mighty glad to send Mr. Shimmin a grip. In acknowledging same he writes as follows:

"The Grip arrived this morning. The one I

have been carrying is for sale. Your grip is certainly "a thing of beauty" and bids fair to be "a joy forever." I thank you.

Sincerely yours,

F. W. Shimmin."

